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U.S. Department of Agriculture

INFORMATION FOR SPEAKERS ON DAILY FARM AND HOME BROADCASTS
UNITED STATES DEPARTMENT OF AGRICULTURE.

1. The territory served by these broadcasts is the Northwest, Middle West, and South. Coverage extends from the Alleghenies to the Rockies, and from the Canadian border to the Gulf of Mexico. See the accompanying map for location of stations.
2. The Department program is broadcast from 12:30 to 12:45 p.m., Central Standard time (1:30 to 1:45 p.m., Eastern Standard Time).
3. Broadcasting is through Station WRC of the National Broadcasting Company, whose studios are in Room 1282, National Press Building, 14th & F Streets, N.W.
4. Speakers should appear at the WRC studios at 1:15 p.m., on the date set for their broadcast.
5. Speakers' manuscripts are due in the office of the Department Radio Service, Room 203, 215 Thirteenth St., S. W., no later than 10 days in advance of the broadcast date. The manuscripts will be returned to speakers at least five days in advance of the broadcast date. This does not, of course, apply to talks reporting "spot" news.
6. Figure on a speaking speed of approximately 120 words a minute, in computing the number of words needed to fill the time allotment for your talk.
7. So far as is practicable, all material in the talks must have practical application. The information must be fresh, new, and helpful to listeners in the territory served.
8. The general tone of your talk should conform to the hint offered by an editor of Wallace's Farmer, who suggested that Farm and Home speakers "start with the premise that we knew something about the subject in hand, and then preceeded to give some definite and valuable information along some phase of it, instead of a rather general review of facts or conditions that every farmer with any degree of alertness already knows."
9. Clear and concise presentation of the information is the goal. Where possible, a turn of humor helps. Copy should be edited for "ear quality" by reading aloud. Words and sentences easily read with the eye frequently have an awkward sound when spoken. Especially avoid difficult consonants.
10. The tone of the ideal radio talk is not the tone of the ideal speech. The radio talk has a friendly, intimate tone. It rings true. It makes the listener feel that he is being 'visited with' rather than 'lectured at.' It uses active rather than passive voice, tells the story of experimental work rather than coldly stating the results, uses direct address liberally -- 'you know,' instead of 'it is known' --. All these devices are helpful in keeping the tone of the talk friendly and intimate.

11. In speaking to the microphone remember that the most deadly fault is to let listeners get the impression that you're simply reading a manuscript. Speak naturally, as if in conversation or informal conference, and above all be enthusiastic, convincing. Keep the correct distance from the microphone, and enunciate clearly.

12. In order to get the conversational tone into the talks, it is necessary not only to write them in somewhat colloquial phrasing, but also to practice reading them aloud at least three times before they are given to the broadcast audience. Any faulty phrasing which will make the meaning of what you say not clear or which will throw the emphasis at the wrong place will show up when you read a talk aloud. It is difficult to spot such errors in phrasing by visual reading.

13. If you have not had previous experience in radio speech we shall be glad to arrange an audition for you at the radio station so that you can become familiar with broadcasting conditions and can correct any faults in your radio speaking style.